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THE CLAIMS

What is claimed is:

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1. Use of an aroma-providing substance in an amount sufficient to increase the organoleptic properties of a coffee flavor provided in a food or beverage, characterized in that the aroma-providing substance is a straight chain C_4 – C_5 mercapto-alkanone or a mixture of two or more thereof.

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- 2. Use according to claim 1, characterized in that the aroma-providing substance is 3-mercapto-2-butanone, 2-mercapto-3-pentanone, 3-mercapto-2-pentanone or a mixture of two or more thereof.
- 3. Use according to claim 1 or 2, characterized in that the aroma-providing substance is present in an amount effective to impart a catty-sulfury, fruity, roasty, odor character to increase the freshly brewed coffee organoleptic properties of the food or beverage.
- 4. Use according to any preceding claim in which the aroma-providing substance is used in combination with 4-methoxy-2-methylbutan-2-thiol and/or with one or more of the compounds 4-mercapto-4-methyl-2-pentanone, methional, and 4-mercapto-4-methylbutyl formate.
- 5. Use according to claim 4, characterized in that the one or more of the sulfur compounds is present in an amount effective to impart a fruity, blackcurrent-sulfury, odor character to increase the freshly brewed coffee organoleptic properties of the food or beverage.
- 30 6. A method for increasing the organoleptic properties of a coffee flavor provided in a food or beverage which comprises providing a food or beverage and adding or incorporating at least one aroma-providing substance in the food or beverage in an amount sufficient to increase the coffee flavor thereof, characterized in that the

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aroma-providing substance is a straight chain C_4 – C_5 mercapto alkanone or a combination of two or more thereof.

- 7. A food or beverage having enhanced organoleptic properties and obtained by
 5 the method according to claim 6.
 - 8. A food or beverage that comprises a consumable component and at least one aroma-providing substance in an amount sufficient to increase the organoleptic properties of coffee flavor in the food or beverage, characterized in that the aroma-providing substance is a straight chain C_4-C_5 mercapto alkanone or a mixture of two or more thereof.
 - 9. A food or beverage according to claim 7 or 8, characterized in that the aromaproviding substance is 3-mercapto-2-butanone, 2-mercapto-3-pentanone, 3-mercapto-2-pentanone or a mixture of two or more thereof.
 - 10. A food or beverage according to any of claims 7 to 9, characterized in that it contains a mixture of the aroma-providing substance with 4-methoxy-2-methylbutan-2-thiol and/or with one or more of the compounds 4-mercapto-4-methyl-2-pentanone, methional, and 4-mercapto-4-methylbutyl formate.
 - 11. A food or beverage according to any of claims 7 to 10, characterized in that the consumable component comprises a reconstitutable beverage, ready-to-drink beverage, alcoholic beverage, dough-based product, frozen confectionery product, chocolate or analogue thereof, cereal, or a spreadable dairy product or dairy substitute, or any mixture thereof.

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